

AUTOMOBILE SHOW A GREAT BENEFIT TO NEW YORK CITY

No City in World Appreciates
Motor Cars More Than
New Yorkers.

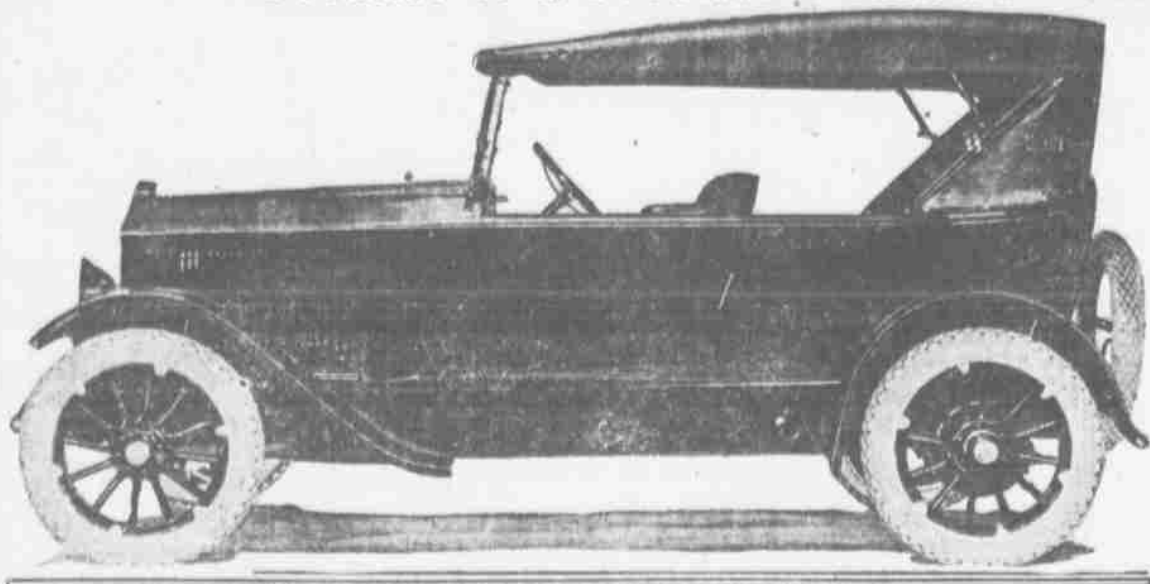
By William C. Poertner,
President of the Automobile Deal-
ers' Association of New York.

Since 1900, when the first real automobile show was held in this city, these annual exhibitions have proved to be true and consistent barometers of the automobile industry, and I believe that this year will be no exception. The growth of the industry has been reflected in the motor car exhibitions, through the medium of the interest taken by the public in these displays. There never was a time in the history of the automobile industry when automobile dealers have felt the importance of the automobile show as now. Through the automobile show the whole industry benefits. It creates buying atmosphere, and calls attention to the new models; affords lively competition, and is a great educational factor in bringing out the importance of the industry in a way that no other medium could do.

There is no city in the world that appreciates the motor car and the motor truck as does New York City. Statistics show that 154,700 motor cars reach Manhattan Island from the mainland every day. Let us assume that 75 per cent. of these are passenger cars, and 25 per cent. of them are freight trucks. The passenger cars average 27 passengers per car. This means that 121,025 passenger cars bring 3,267,750 people onto Manhattan Island every day. The average load of a railway passenger car is eighty people. This means that it would take 4,055 passenger coaches to bring this crowd to the city. Averaging ten cars to a train, it would mean 405 trains to handle the people. It is safe to assume that very few of these people come to the city merely to ride about the streets. Most of them come here either to spend money or to contribute their time and energy to the business of the city. Assuming that the average expenditure of each person is but \$1 (and that average is ridiculously small) that would mean \$22,675 in sales added to the business of the city daily from the out-of-town automobile trade alone.

The 23,675 trucks average 1.14 tons each. This means that 27,000 tons of freight comes onto Manhattan Island daily by auto trucks. The average load of a freight car is 40 tons. This means that it would take 675 freight cars, or twelve trains, to bring this amount of merchandise into the city. The interest in the automobile show this year is greater than ever, and the automobile dealers realize its importance and are co-operating in every way possible to make it a huge success.

One of the Light Weight Touring Models, Product of a Prominent Manufacturer



NEW DORT TOURING CAR

McQuade Claims \$200,000 Limit Of Giants' Offer

Judge Francis X. McQuade, Treasurer of the Giants, is usually as mild-mannered a man as ever shot a yammer across the river for thirty, sixty or ninety days, but last night he was in the Giant offices, 15 West 44th Street, somewhat put out—to put it mildly. It all came about because of a dispatch from Texas stating that Branch Rickey, manager of the Cardinals, had "admitted" that the offer of \$200,000 and four ball players for Rogers Hornsby which he's been telling the Texans about came from the New York Club.

"Absolutely not," said Judge McQuade. "Not at all. We did, as I told all the reporters ten days ago, offer \$200,000 and four players, for Hornsby, but the offer was refused—or rather, the ridiculous message came back that if Frank Frisch were included in the deal the St. Louis Club would consider the matter."

"The Giants went no further than that. They never raised their bid by \$50,000 as Rickey has said; and they never offered \$300,000."

"The Texas air has gone to Rickey's head, or he has been misquoted. If he's talking about the Giants' only real, bona fide offer, then he is \$100,000 out of the way. He may have added some of the amounts we offered last summer for Hornsby to our latest bid and sprung the total on the Lone Star journalists."

"Not \$300,000! Make that clear. Not from the Giants!"

TROOPS HALT SOVIET UPRISING IN INDIA

Communist Groups Set Up in
Many Points—Allahabad Police
Powerless.

(Copyright, 1921, by The Evening World.)
LONDON, Jan. 11.—News received here shows that Soviets have been set up at widely separated points in the Ganges Valley in India and that great riots in which troops have intervened have taken place.

"Agrarian riots in the United Provinces are spreading," writes the correspondent of the Daily News at Allahabad, India.

"In connection with these con-

tinued agrarian riots in the United Provinces troops have been called out, and in the Bas Shareilly district they fired on a mob, killing three persons and wounding seven. Some 600 persons are reported to have been arrested. The mob made an attempt to rush the jail. Sultanpur is now affected and has sent a call for reinforcements."

Police Are Powerless to Quell
Rioting in Lucknow Region.
ALLAHABAD, India, Jan. 11.—The police are powerless to quell the riot-

ing in this region, which has spread to Sultanpur, sixty miles to the north-east, where buildings have been burned. Troops have been summoned from Lucknow. There have been 600 persons arrested.

PASSING THE TIME OF DAY
HERE TRAVELLER GETS AWAY.
(From the Kansas City Star.)
"How long will it take me to get to Tumlinville?" asked a motorist, halting his ramshackle Hootin' Nanny car in front of where Gap Johnson of Rumpus

Ridge, Ark., was lopping over his own fence.

"Nice—yaw-w-w-w-n-l—day, hain't it?" returned Mr. Johnson. "What 'pears to be the latest news about one thing and another? How about this yur League of Nations, and—"

"Look here! If you know, why don't you tell me how long it will take me to get to Tumlinville?"

"I'm just passing the time o' day with you till you get ready to give me a little more information. It hain't polite to ask a stranger with that kind of a car how fast it will go."

Grant Six

It looks like a fine car
and performs like one.

Auto Show
Space B-12

or

1692
Broadway

MITCHELL

A COMPLETE NEW LINE OF
CARS FOR 1921

Open and closed Models
are now being shown
at GRAND CENTRAL PALACE
OUR SPACE—TO RIGHT OF
MAIN ENTRANCE

MITCHELL
MOTORS COMPANY
INCORPORATED
RACINE WISCONSIN

New York Sales Rooms
COLUMBUS CIRCLE (FACING SOUTH)
Phone 8000 Columbus.

Sunday World Wants Work Monday Morning Wonders

The Automobile Show Forecasts Your Prosperity—Share It

Ten Billion Dollars Worth of Work To Be Done

Money, materials, and men are now ready to start work that has been neglected for three years.

The railroads must spend a billion dollars for repairs and improvements.

Another half-billion dollars must go into highway work.

Every locality is short of school buildings, houses, etc.

One city alone has sixteen million dollars available for sewers and water mains.

Hotels are needed everywhere.

Men have been so busy at other things and money was so engaged in other enterprises that public work has not kept pace with our needs.

Now workmen are eager for the jobs. Money seeks investment in such directions.

What Charles M. Schwab Says About It

"Never in our lifetime," says he, "have the shelves of the world been so bare. And I want to go on record as saying nothing could be healthier for American business than the very condition through which we are passing."

"It merely means that America has closed up its war factory and is jiggling up for peace production!"

Such Periods Do Not Last Long

Remember the things said about hard times when war ended.

Some predicted it would take two years to demobilize four million soldiers, for they said without jobs for the released men all activity must stop.

And Merchants did stop buying. Lower prices were prophesied. Factories felt it and slowed down.

But within six months we were at full production in all lines without enough workers to meet the needs.

The National Automobile Shows were held in January and February, 1919, just at the time when the most dire predictions were being made and when soldiers were coming home by the tens of thousands.

Our industry revealed its faith then.

We feel and show greater confidence now that prosperity for you and all of us is fast returning.

Transportation More Important Now

Production was the demand then.

Now distribution is of first importance. And economical distribution is impossible without the automobile.

Its influence touches every activity.

It extends to every cross-roads. Without it city transportation lines would break down under their increased burdens. The farmer would be unable to do his work or to deliver his goods to market.

Railroad lines would be deprived of the feeders that bring goods to them over every highway. Living costs would rise and land values would fall.

Requires a Million Automobiles For Replacements Alone

Can you imagine this city without automobiles?

Will anyone who has ever owned an automobile long endure without one?

Merely to maintain the present number means a replacement of a million cars a year.

Figure out your own future in the same way.

We are wearing out clothes and shoes faster than such articles are now produced.

A hundred million people must be fed and clothed and housed. Children are outgrowing their things.

Every article that people use will be wanted and people will find ways of getting them once that need is manifested.

We do not beat the drum of hollow optimism.

It is real. This Automobile Show and the Automobile Shows to be held in hundreds of other cities prove our faith.

Go to the Automobile Show if you would share our confidence.

The FRANKLIN



FRANKLIN OWNERS can make authoritative comparisons because 95% of them have previously owned other cars. We recently asked a large number of them to name the Franklin advantages. Here are the results, in order—

1. Riding comfort
2. Tire mileage
3. Gasoline economy
4. Direct air cooling
5. Easy handling
6. Low upkeep cost

The Franklin does what it was designed to do when its principles of light weight, flexibility and direct air cooling were adopted 19 years ago.

Any motorist can easily make further comparisons with these Franklin owners' figures:

20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation
(National Averages)

FRANKLIN MOTOR CAR CO., OF NEW YORK

GLEN A. TISDALE, President

NEW YORK.....1828 Broadway, at 60th Street, Telephone Columbus 7556
BROOKLYN.....1416 Bedford Ave., Near Prospect Place, Telephone Prospect 4554
NEW ROCHELLE.....719 Main St., Near Drake Ave., Telephone New Rochelle 4185
JAMAICA, L. I.....Walker Brothers Motor Co., Inc., 486 Fulton St.
JERSEY CITY.....Franklin Car Company, 2529 Boulevard

Salesrooms Open Evenings

National Automobile Chamber of Commerce
Motor and Accessory Manufacturers Association